



6.0 LAND USE REGULATIONS

The policies, standards and design guidelines in this Specific Plan are formulated to implement portions of the overall vision and development strategies presented in the University Avenue Strategic Development Plan and to address additional concerns of the Citizen Advisory Task Force. This chapter outlines objectives and policies for the first of the major plan components - subdistricts and land use.

6.1 Definitions

For the purposes of this Specific Plan, the meanings of words and phrases ascribed to them in Chapter 19.04 of the Riverside Municipal Code shall apply. Additionally, for the purposes of this Specific Plan, the following words and phrases, whenever used in this Plan, shall be construed as defined in this Chapter, unless from the context, a different meaning is specifically defined and more particularly directed to the use of such words or phrases:

- **Check Cashing Facility** shall mean a person or business that for compensation engages, in whole or in part, in the business of cashing checks, payday advances, warrants, drafts, money orders or other commercial paper serving the same purpose. “Check cashing facilities” do not include a State or Federally chartered bank, savings associations, credit union or industrial loan company. “Check casing facilities” also does not include a retail seller engaged primarily in the business of selling consumer goods, including consumables, to retail buyers that cash checks or issue money orders for minimum flat fee as a service that is incidental to its mail purpose or business.
- **Consolidated Block Development** shall mean a project submitted for approval under a single application, 1) containing an entire block of lots fronting on University Avenue between intersecting streets and which eliminates all curb cuts directly from University Avenue, or 2) consisting of contiguous lots totaling 2 acres or more, which substantially reduces curb cuts on University Avenue and improves pedestrian/vehicular circulation and landscaped image.
- **Indoor Swap Meet** shall mean any store event where merchandise is offered or displayed for sale or exchange and in which the sales area has been subdivided to allow for individual sales booths that are available for lease to individual tenants. For purposes of this definition, areas bounded by permanent floor-to-ceiling walls or windows, in which all entryways are capable of being closed and locked, shall be considered separate stores and not subdivisions of one store. No store in which one vendor occupies at least eighty percent (80%) of the floor



area used for sale of goods shall be considered an indoor swap meet. For purposes of this section, a vendor is each person offering goods for sale in a store who is subject to a permit from the State Board of Equalization to engage in or conduct business as a seller at that store.

Each such vendor shall be deemed a tenant in that store. The term swap meet is interchangeable with and applicable to flea markets, auctions, farmer's markets (except certified farmer's market as defined in Chapter 19.04 of the Riverside Municipal Code) or other similarly named or labeled activities; but the term does not include the usual supermarket or department store retail operations.

- **Mini Mall** (see zoning code).
- **Planned Mixed-Use Commercial/Residential Development** (also "Mixed-Use" Development) shall mean a project submitted for approval under a single application, which project contains a combination of commercial, office and residential on a lot or a group of contiguous lots which constitute a single building site, and which is characterized by an integrated architecture, site design, function and purpose and occupies a site of 15 acres or more.
- **Shared Parking Analysis** shall mean an evaluation of the total parking requirement of all individual land uses within a "Planned Mixed Use Commercial/Residential Development" in order to determine the number of such required parking spaces which may be shared by two or more individual land uses without conflict, thus reducing the total parking requirement for the development.
- **Streetscape** is a term for improving the visual and pedestrian environment of a street by providing landscaping, street trees, pedestrian scale lighting, sidewalks, street furniture and other pedestrian amenities.
- **Tobacco Store/Smoke Shop** shall mean a business with the sale of tobacco, either loose or prepared as cigarettes, and products for the smoking of tobacco constituting more than thirty percent of gross sales and/or thirty percent of net lease area.

6.2 Intent of the Land Use Regulations

Land uses within the Specific Plan area are discussed below in terms of: 1) overall objectives 2) the relationship of Specific Plan land uses to those in the Land Use Element of the General Plan and Specific Plan Land Use Designations 3) land uses permitted within the Specific Plan area.

The Specific Plan incorporates the following in order to achieve the expressed intent of the plan:

- Encourage and appropriate mix of land uses and investment on the Avenue to revitalize and bring about a demonstrable change in the Avenue's character.



- Limit or prohibit certain objectionable uses or over concentration of uses along certain segments of University Avenue including gas stations, some auto uses, fast food drive-in facilities, liquor stores, and motels.
- Provide land use and development standards incentives to encourage mixed-use developments and the conversion of nonconforming land uses to new uses that reflect the long-term vision for the corridor.
- Implement the land use concept of the University Community Plan, which includes distinctions between land uses east and west of Chicago Avenue.
- Require conditional use permits for the mixed-use village concept proposed for Subdistricts 4a and 4b.

6.2.1 Relationship to the General Plan Land Use Element

It is important that the General Plan and the Specific Plan remain consistent. At the writing of this Specific Plan the General Plan is still in the hearing process. The following land use designations have been approved by the Planning Commission and are pending review and approval by the City Council¹:

Subdistricts 1 and 3	Retail, Business and Office
Subdistricts 2 and 4a	Mixed-Use Office, Institutional Uses
Subdistrict 4b	Mixed-Use Residential, Institutional Uses

The Specific Plan interprets and refines the Draft General Plan designations for this Specific Plan as follows:

- In general, retail, commercial, and office uses are permitted along the entire corridor.
- In addition, in Subdistricts 2 and 4, Planned Mixed-Use Commercial/Residential Development, which requires lot consolidation, are encouraged with a Conditional Use Permit.

¹ The Draft City of Riverside General Plan was under preparation at the same time as the University Avenue Strategic Development Plan and Specific Plan and the above land use designations are under consideration at the time of preparation of this document.



6.2.2 Land Uses Permitted Within the Specific Plan or by Subdistrict and Limitations

Table 2 and Table 3 list limitations on these permitted uses.

Key To Land Use Classifications

The symbols in Table 2 designate the following land use classifications within each of the University Avenue Subdistricts:

- The letter "P" designates use classifications PERMITTED in the University Avenue Specific Plan Area.
- The letter "L" designates use classifications in the University Avenue Specific Plan Area, which are subject to certain LIMITATIONS prescribed by the number or numbers following the "L" designator shown in Table 2. Prescribed limitations can be found in Table 3, "Additional Use Regulations," that follow.
- The letter "C" designates use classifications only permitted in the University Avenue Specific Plan Area subject to the granting of a CONDITIONAL USE PERMIT. The granting of such permits may be for a specified, limited period of time as determined through the approval process.
- The letter "M" designates use classifications only permitted in the University Avenue Specific Plan Area subject to the granting of a MINOR CONDITIONAL USE PERMIT. The granting of such permits may be for a specified, limited period of time as determined through the approval process.
- The symbol "-" (a dash) designates use classifications NOT PERMITTED in the University Avenue Specific Plan Area.

Using Tables 2 and 3

Land Uses Permitted In Each Subdistrict. The land uses permitted in each Subdistrict shall be only those uses expressly permitted in Table 2.

This table of land uses is based upon uses that are listed in the underlying zones within the University Avenue Specific Plan Area. These zones are the Restricted Commercial ("C-2") Zone, General Commercial ("C-3") Zone, Community Shopping Center ("C-1-A") Zone, Parking ("P") Zone, Restricted Office ("R-O") Zone, and Residential-3 ("R-3") Zone. In order to implement the



vision for University Avenue, the applicability of these uses has been modified or expanded as appropriate. Land uses are arranged alphabetically in Table 2.

The criteria established in this Specific Plan shall apply to all land uses permitted in the University Avenue Specific Plan Area and shall govern where conflicts arise with any regulations of an underlying zone. Unless specifically otherwise indicated in Table 2, all uses within the University Avenue Specific Plan Area, shall be conducted wholly within a building, except for off-street parking. Exceptions to this would be outdoor dining, food carts and kiosks. Outdoor dining is acceptable in association with any restaurant, subject to the approval of design and location factors by the Design Review Board. Food carts and kiosks are anticipated to be part of potential mixed-use projects in Subdistricts 2, 4 and 4a. Provisions for these would be made as part of the conditional use permit process.

Limitations On Permitted Land Uses. Land uses permitted in each Subdistrict of the Specific Plan Area shall be subject to certain limitations indicated in Table 3, Additional Use Regulations, and prescribed by the number or numbers following the "L" designator in Table 2.

Uses Not Listed in Table 2

Any use not specifically permitted is prohibited, except uses that are determined by the Planning Director to be similar to the listed uses.



Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Addressing service office	P	P	P	P	--
Advertising agency office	P	P	P	P	--
Administrative offices	P	P	P	P	--
Ambulance service	--	--	--	--	--
Antique shop	P	P	P	P	--
Appliance store	P	P	P	P	--
Appraiser office	P	P	P	P	--
Architect office	P	P	P	P	--
Art shop or gallery	P	P	P	P	--
Art supply store	P	P	P	P	--
Attorney at law office	P	P	P	P	--
Adult entertainment uses as defined in Chapter 19.61 of the Zoning Code	--	--	--	--	--
Automobile dismantling facility	--	--	--	--	--
Automobile storage garage, commercial	--	--	--	--	--
Automobile, van and truck sales	--	--	--	--	--
Automobile painting facility, including incidental body and fender work	--	--	--	--	--
Automobile rental	--	--	--	--	--
Automobile service station	--	--	--	--	--
Automobile service center	--	--	--	--	--
Automobile parts and accessories, retail (no service)	C	C	C	--	--
Automobile tire recapping	--	--	--	--	--
Automobile wash facility (car wash), hand or mechanical, including detailing	--	--	--	--	--
Bail bond agency	--	--	--	--	--
Bakery, retail	P, L26	P, L26	P, L26	P, L26	--
Bar, cocktail lounge, tavern	C	C	C	C	--
Barbershop	P	P	P	P	--





Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Beauty shop	P	P	P	P	--
Beverage container recycling facility (except auth., state-mandated collection points)	--	--	--	--	--
Billiard or pool hall	C, L27	C, L27	C, L27	C, L27	--
Bicycle shop	P	P	P	P	--
Boat sales or rentals	--	--	--	--	--
Book store	P	P	P	P	--
Bowling alleys	--	C	C	C	--
Bus terminal	--	--	--	--	--
Business and management consultant office	P	P	P	P	--
Camera store	P	P	P	P	--
Catering establishment	P	P	P	--	--
Cemeteries, columbariums, crematories, mausoleums - offices connected with and incidental to such uses	--	--	--	--	--
Check cashing facility (payday advance)	M	M	M	M	--
Chiropract office	P	P	P	P	--
Chiropractor office	P	P	P	P	--
Churches, church schools, parsonages, monasteries, convents and recreational or entertainment uses incidental to church purposes	C	C	C	C	--
City planner office	P	P	P	P	--
Cleaning and dyeing establishment (dry cleaners)	P	P	P	P	--
Clothing and wearing apparel shop	P	P	P	P	--
Clubs and lodges (private, nonprofit)	C, L8	C, L8	C, L8	C, L8	--
Coffeehouse	P	P	P	P	--
Collection agency office	P	P	P	P	--
Commercial coaches	P, L1	P, L1	P, L1	P, L1	--
Computer hardware & software store	P	P	P	P	--
Computer sales & service	P	P	P	P	--
Confectionery store	P	P	P	P	--





Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Consumer electronics store	P	P	P	P	--
Contractor storage yard	--	--	--	--	--
Copy shop	P	P	P	P	--
Commercial radio and television transmitting and receiving station and antennas	--	--	--	--	--
Creamery or other dairy processing facility	--	--	--	--	--
Credit reporting agency office	P	P	P	--	--
Day nursery, nursery school, house for children, and day care facility	C	C	C	C	--
Decorating or drapery shop	P	P	P	--	--
Delicatessen	P	P	P	--	--
Department store	P	P	P	P	--
Dental laboratory	P, L2	P, L2	P, L2	P, L2	
Detective agency office	P	P	P	P	--
Dry goods or notions store	P	P	P	P	--
Drug store	P	P	P	P	--
Economist office	P	P	P	P	--
Educational institutions and private elementary and high schools	C	C	C	C	--
Employment agency office	P	P	P	P	
Engineer and surveyor office	P	P	P	P	--
Establishments involving large assemblages of people or automobiles, such as open-air theaters, stadiums, auditoriums, exhibition halls and sports arenas	-	C, L9	C, L9	C, L9	--
Farm and garden implement sales or rentals	--	--	--	--	--
Film processing - retail	P, L7	P, L7	P, L7	P, L7	--
Financial institutions, including banks, thrifts and credit unions	P	P	P	P	--
Florist shop	P	P	P	P	--
Frozen foods locker	P	--	--	--	--
Furniture store	P	P	P	P	--





Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Furniture reupholstery shop	P	--	--	--	--
Grocery, fruit or vegetable store or meat market	P	P	P	P	--
Gun shop / gun smithing	--	--	--	--	--
Hardware store	P	P	P	P	--
Health studio, reducing salon or gymnasium	--	C	C	C	--
Heliport and helistop	--	--	--	--	--
Homes for the aged, convalescent homes, rest homes, nursing homes and homes for mental patients	C	C	C	--	--
Hospital and sanitarium	--	--	--	--	--
Hotel - commercial	--	--	C, L30	--	--
Ice cream store	P	P	P	P	--
Ice sales facility	--	--	--	--	--
Ice skating rink	--	C	C	C	--
Insurance broker office	P	P	P	P	--
Jewelry store	P	P	P	P	--
Keeping animals or fowl, including poultry, pigeons, rabbits, horses, mules, ponies, goats, sheep, cows, reptiles, exotic or similar animals	--	--	--	--	--
Laboratory	P, L28	P, L28	--	--	--
Land title company office	P	P	P	P	--
Landscape architect office	P	P	P	P	--
Laundry agency	--	--	--	--	--
Laundry - commercial	--	--	--	--	--
Laundry - self-service (laundromat)	P	P	P	--	--
Leather goods or luggage store	P	P	P	P	--
Libraries and museums (nonprofit)	C	C	C	C	--
Liquor store	--	--	--	--	--
Liquor sales - ancillary use	C, L29	C, L29	C, L29	C, L29	--
Manufacturer's representative office	P	P	P	P	--
Mental health counseling - outpatient facility	P	P	P	P	--





Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Millinery shop	P	P	P	C	--
Mini mall	C, L35	--	C, L35	--	--
Mineral extraction / surface mining	--	--	--	--	--
Mixed-use development, planned commercial/residential	--	C, L11	--	C, L11	C, L11
Mobile home sales	--	--	--	--	--
Motel	--	--	C, L30	--	--
Mortuary and associated chapel	--	--	--	--	--
Movie theater	C	C	C	C	--
Multiple-family residences	--	C, L10	--	C, L10	P
Museum (commercial)	C	C	C	--	--
Music store, record store	P	P	P	P	--
Newspaper publishing or printing	P	P	P	--	--
Newsstand	P	P	P	P	--
Night club	--	C	C	C	--
Oculist office	P	P	P	P	--
Optician office	P	P	P	P	--
Optometrist office	P	P	P	P	--
Outdoor dining as defined in Section 19.04.394 of the Zoning Code	P	P	P	P	--
Osteopath office	P	P	P	P	--
Parking, off-street (independent lot)	P	P	P	P	--
Patio furniture sales	P	P	P	--	--
Pawnshop / pawnbroker	--	--	--	--	--
Pet shop	P	P	P	P	--
Photocopying and blueprinting	P	P	P	P	--
Photographer studio	P, L6	P, L6	P, L6	P, L6	--
Physical therapist	P	P	P	P	--
Physician office	P	P	P	P	--
Plant nursery, retail	P, L18	P, L18	P, L18	--	--
Post office	P	P	P	P	--





Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Prescription pharmacy	P	P	P	P	--
Psychiatrist office	P	P	P	P	--
Psychologist office	P	P	P	P	--
Public accountant office	P	P	P	P	--
Public notary office	P	P	P	P	--
Public relations consultant offices	P	P	P	P	--
Public uses	C	C	C	C	C
Publishing company office	P, L3	P, L3	P, L3	P, L3	--
Public utility service office	P	P	P	P	--
Public stenographer office	P	P	P	P	--
Real estate broker office	P	P	P	P	--
Research offices	P, L4	P, L4	P, L4	P, L4	--
Restaurant or cafe - with no on-site liquor sales	P	P	P	P	--
Restaurant or cafe - with on-site liquor sales	C	C	C	C	--
Restaurant - fast food, as defined in Section 19.04 of the Zoning Code, but excluding drive-thru lanes except within Subdistrict 2 where drive-thru lanes are permitted subject to specified development standards in Table 4	C, L33	C, L33	C, L33	C, L33	--
Restaurant - take out, as defined in Section 19.04 of the Zoning Code	C, L33	C, L33	C, L33	C, L33	--
Roller skating rink	--	C	C	C	--
Shoe repair shop	P	P	P	P	--
Shoe store	P	P	P	P	--
Smoke shop	--	--	--	--	--
Soda fountain	P	P	P	P	--
Sporting goods store	P	P	P	P	--
Stationery store	P	P	P	P	--
Stockbroker office	P	P	P	P	--
Studio or school - art, music, voice, dance or modeling	P	P	P	P	--
Substance abuse facility	--	--	--	--	--





Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Supermarket	P	P	P	--	--
Surgeon office	P	P	P	P	--
Swap meet - indoor	C	--	--	--	--
Swap meet - outdoor	--	--	--	--	--
Tabulation and computing service office	P	P	P	P	--
Tailor shop - custom making	P	P	P	P	--
Taxidermist	--	--	--	--	--
Telegraph consumer service office	P	P	P	P	--
Telephone answering service office	P	P	P	P	--
Theater, excluding outdoor theater	C	C	C	C	--
Ticket office / ticket agency	P	P	P	P	--
Tobacco shop	--	--	--	--	--
Tobacco sales – Ancillary to a permitted use	P	P	P	P	--
Toy shop	P	P	P	P	--
Trade associations, labor organizations, fraternal and social organizations	P, L5	P, L5	P, L5	P, L5	--
Trailer sales or rentals	--	--	--	--	--
Transportation ticket agency office	P	P	P	P	--
Travel bureau or agency	P	P	P	P	--
Vocational and self improvement school	C, L19	C, L19	C, L19	C, L19	--
Variety store	P	P	P	P	--
Veterinary clinic and small animal hospital	C, L23	C, L23	--	--	--
Video / game arcade	--	C	--	C	--
Video / game arcade, ancillary use	P	P	P	P	--
Video sales / rental store	P	P	P	P	--
Watch and clock repair shop	P, L15	P, L15	--	--	--
Wedding chapel or parlor	C	--	C	--	--
Yogurt shop	P	P	P	P	--





Table 3
ADDITIONAL USE REGULATIONS

- L1 Only as temporary offices during the construction of a permanent building.
- L2 Subject to the limitation that manufacture, fabricating or selling of any article or commodity other than that incidental to dental offices shall not be permitted.
- L3 Provided that printing operations are not included.
- L4 Provided that such research offices are for the conduct of scientific research, theoretical studies and investigations by or under the supervision of professional scientists and/or highly trained specialists in the fields of physical, economic or social research; and provided that such research shall not involve the manufacture, fabrication, processing or sale of products on the premises; and provided that such research shall not be obnoxious or offensive by reason of emission of dust, gas, smoke, noise, fumes, odors, vibrations and potential release of hazardous materials or other similar causes.
- L5 Provided that the use is limited to administrative or executive offices only.
- L6 Provided that wholesale commercial sales of equipment or supplies shall not be permitted; but incidental film processing may be included.
- L7 Provided that wholesale commercial sales of equipment or supplies shall not be permitted.
- L8 Private catering business in conjunction with such uses may be included as an ancillary function provided that the conditional use permit specifically includes the catering business.
- L9 Only within an auditorium as a part of a hotel or educational facility.
- L10 Only as an integral part of a mixed-use development containing at least 15-acres in accordance with the provisions of this Specific Plan.
- L11 Refer to Section 7.0, Table 5 or 6 as applicable.
- L12 (Reserved)
- L13 In accordance with the provisions of Chapter 19.40 of the Zoning Code; except that the sale of beer, wine and other closed container alcoholic beverages shall not be permitted.
- L14 (Reserved)
- L15 Excluding the sale of any merchandise or product except necessary parts sold in connection with the repair of watches and clocks.
- L16 (Reserved)
- L17 (Reserved)
- L18 Need not be conducted wholly within a completely enclosed building, provided that plants shall be the only items stored or displayed outside an enclosed building; and further provided that storage of fertilizers, plant food, mulches, potting soils, planters, flower pots, garden tools and similar items shall be screened from views from public rights-of-way and common private access ways.
- L19 Provided that schools involving the use or storage of goods, articles or substances which are combustibles, inflammable or explosive or likely to create a fire, radiation or explosive hazards and schools using equipment or processes permitted only in the C-3, M-1, M-2 and AIR Zones shall be prohibited; and further and provided that such use shall not be obnoxious or offensive by reason of emission of dust, gas, smoke, noise, fumes, odors, vibrations and potential release of hazardous materials or other similar causes.





Table 3
ADDITIONAL USE REGULATIONS

L20	(Reserved)
L21	(Reserved)
L22	In accordance with the provisions of Section 19.30.020(63) of the Zoning Code.
L23	Provided that the use is restricted to the medical treatment and incidental care such as bathing, the trimming of common household pets on an outpatient basis only, except that temporary boarding in connection with medical treatment shall be permitted and except that short-term boarding shall be permitted.
L24	(Reserved)
L25	(Reserved)
L26	Provided the use involves retail sales only, and the products are sold only on the premises.
L27	Provided that such use does not include the sale of alcoholic beverages, including beer and wine.
L28	Provided that such laboratory shall not involve the use or storage of goods, articles or substances which are combustible, inflammable or explosive or likely to create a fire, radiation or explosive hazard; and further provided that such laboratory use shall not be obnoxious or offensive by reason of emission of dust, gas, smoke, noise, fumes, odors, vibrations, potential releases of hazardous materials or other similar causes.
L29	Closed container sale of alcoholic beverages, including beer and wine, shall be permitted only as an ancillary use incidental to the sale of consumer soft goods; and further provided that space allocated to the sale of such alcoholic beverages is limited to no more than 15% of the total floor area devoted to the sale of such goods within the establishment.
L30	Provided that the facility includes no less than 100 rooms and that on-site amenities include a full-service coffee shop, a 24-hour staffed front-office and rooms accessible by interior corridors. Rate sign advertising shall not be permitted. Commercial Hotel shall not mean a motel or a facility designed for single-room occupancy purposes, care facilities, half-way houses, or similar special purpose residential lodging facilities.
L31	(Reserved)
L32	(Reserved)
L33	Provided that establishments constructed after the approval date of this ordinance shall be part of a larger complex with shared parking in such a manner as to minimize curb cuts on University Avenue. Drive-thru lanes, operations and service shall not be permitted, except within Subdistrict 2, which is permitted to have drive-thru restaurants subject to the criteria found in Table 4, Development Standards by Subdistrict.
L35	Subject to the provisions of the Zoning Code.

